



PLANNING TO USE STREET BANNERS IN SAN DIEGO

THE CITY OF SAN DIEGO



**OFFICE OF
SPECIAL
EVENTS**





Banners can be the most colorful and cost-effective way of promoting your special event

Planning to Use

STREET BANNERS

in San Diego

Contact the Office
of Special Events
at (619) 685-1331
to coordinate
a preliminary
discussion
about banner
use in San Diego.

San Diego is a vibrant city with hundreds of special events and conventions occurring each year. Including street banners in your marketing plan can be one of the most colorful and cost effective means available to you to promote information regarding your important civic event or celebration. Street banners are also a way in which local business areas and neighborhoods can establish and promote their unique identities.

There are more than 1,500 banner locations within the City of San Diego or on property maintained by other governmental agencies in the region. This brochure is designed to guide you through the process to install your banners. This brochure includes the development and approval process of your banner design as well as the approval process to use banner poles in specific areas and attainment of the proper permits from the City of San Diego to install your banners.



BANNER DESIGN

ELIGIBLE BANNER PROGRAMS

An eligible street banner program is one that is used to promote cultural or civic events, or activities of general public interest. The banners cannot be political or religious in subject matter and cannot be used for advertising a specific product or corporate entity. Banner programs promote a civic special event, convention or help to reinforce the identity of an established business district.

Eligibility to receive a permit to install street banners within the City of San Diego is governed by Section 95.0102 of the San Diego Municipal Code. Copies of the City's Municipal Code are on file at the City Clerk's Office.

Once you have reserved banner space in one or more of the banner districts, you must begin to develop a banner design. Remember that banners are meant to be festive and decorative. Bold, simple and colorful designs are most effective since the majority of people who view your banners will be driving and unable to focus for a long duration on your message.

Before you begin producing your banners, it is essential that you receive design approval from the community group who controls the banner district in which you have reserved banner poles and the City of San Diego. To obtain city *design* approval, you can fax your draft design to the Planning Development Review Department; Attention: Sign Code Administrator at (619) 533-4529. ***This is your second step and must be done before you begin the expensive process of producing your banners.***

CORPORATE SPONSORSHIP LOGOS

In compliance with the City of San Diego Sign Ordinance, corporate sponsorship or underwriting may be recognized through the appearance of the sponsor's logo and/or name on the banner. Corporate sponsorship identity may appear on no more than 5% of the lower quadrant of the banner area. Moreover, corporate sponsorship messages must be subordinate to the overall banner message and in balance with the comprehensive banner design.

WHERE CAN I HANG STREET BANNERS?

This brochure contains a list of the major banner programs in San Diego. Each community area is responsible for the maintenance of banner brackets and approving a banner schedule for their neighborhood. You will need to receive permission from each area in which you would like to hang banners to use their poles. The City of San Diego does retain the right to reserve banner schedules to promote events of national or international stature for which we may serve as the Host City. ***Determining banner pole availability is your first step in the banner installation process.***

BANNER QUALITY

We are proud of the quality of banners that are displayed throughout San Diego and expect all organizations using banners to maintain this standard. It is recommended that banners which may be used over a long duration in one area, or that you plan to rotate throughout the city or use over a period of years, should be produced with 9.25 ounce Acrylic marine canvas or its equivalent. Not only does this quality of fabric retain color and strength regardless of exposure to wind, sunlight or rain, but the material also allows for double-sided screening. Short term banners or a one time banner program may use vinyl or an equivalent material.

Screen inks must be permanently (thermally) bonded to fabric in order to avoid fading of ink surface due to sun exposure or marine climate. Short term vinyl banners are exempt from this requirement. Banners must be printed on both sides so that the design is visible from both directions and does not show or leak through.

Grommets and sleeves must be specified as part of your banner design to ensure that banners can be installed and maintained safely. Improperly produced or installed banners can pose a significant safety hazard.

USING A BANNER CONSULTANT

The banner districts in which you are hanging your banners may also have requirements. Many districts maintain a contract with an installation company and will require additional fees or proof of insurance from the organization installing banners. These agreements are to be made between the individual organizations and are not part of the City of San Diego permit process.

You are not required by the City of San Diego to use a banner consultant to receive approval of your banner program. You must, however, receive approval from the community areas in which you are hanging banners to use their poles and attain a permit from the City of San Diego.

BANNER LOCATIONS AND SPECIFICATIONS

Banner sizes, poles, and numbers may differ from those represented in this brochure. Banner districts listed may not be all inclusive. For additional banner areas which may be adopted by the City of San Diego, contact (619) 236-6270.

DISTRICT	ORGANIZATION	TELEPHONE	SIZE	NUMBER POLES	NUMBER BANNERS
Adams Avenue	Business Improvement District	282-7329	30" x 42"	110	110
Broadway	Downtown Banner Committee	234-0201	46" x 144"	29	58
College Avenue	Business Improvement District	460-0400	30" x 94"	125	125
El Cajon Boulevard	Business Improvement District	283-3608	30" x 96"	70	140
Encanto	Encanto Community Fund, Inc.	266-0936	30" x 96"	35	70
Friars Road	Qualcomm Stadium Management	641-3100	31" x 95"	125	125
Gaslamp Quarter	Downtown Banner Committee	234-0201	24" x 52"	93	93
Harbor Drive	Downtown Banner Committee	234-0201	30" x 94"	57	114
Hillcrest	Business Improvement District	299-3330	30" x 94"	35	70
La Jolla	Promote La Jolla	454-5718	30" x 84" 30" x 94"	20 46	20 46
Little Italy	Business Improvement District	493-4433	30" x 60"	120	120
Mission Hills	Business Improvement District	298-8533	30" x 94" 30" x 60"	12 19	22 19
Mission Valley	Mission Valley Tourism Council	295-8080	30" x 94"	136	136
North Park	Business Improvement District	294-2501	29" x 60" 29" x 94"	24 22	24 22
Ocean Beach	Business Improvement District	224-4906	30" x 94"	6	12
Old Town	Business Improvement District	291-4903	30" x 60"	80	80
Old Town Trolley Station	State of California	642-4200	30" x 96"	16	32
Pacific Beach	Discover Pacific Beach	273-3303	30" x 96"	156	156
Park Boulevard	Downtown Banner Committee	234-0201	30" x 94"	17	34
Point Loma	Point Loma Association	222-8333	34" x 90"	28	40